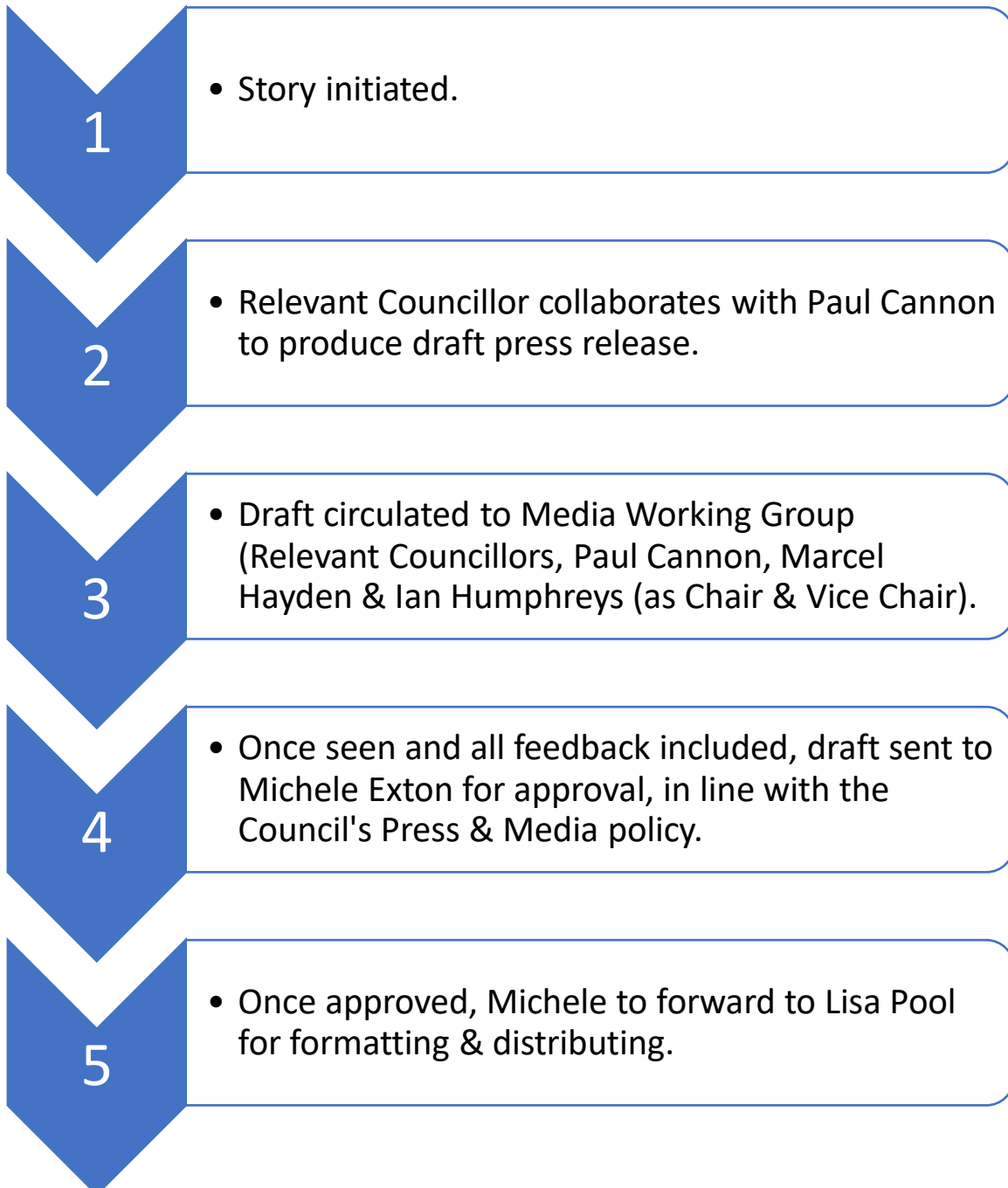
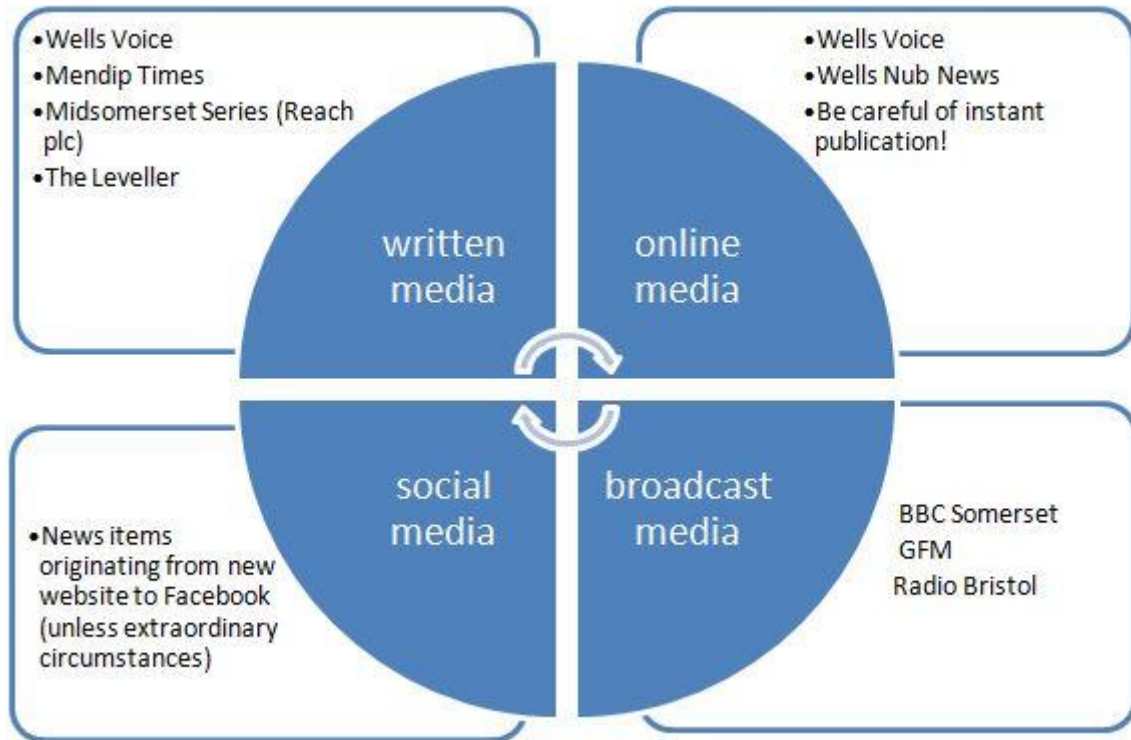




ST CUTHBERT (OUT) PARISH COUNCIL DRAFT PRESS RELEASES & MEDIA STRATEGY



PRESS RELEASE DISTRIBUTION



WHAT CONSTITUTES A STORY?

The story or event should absolutely present the work, achievements & events of SCO PC in a positive and professional manner. It should also reference either areas of or groups within the parish, to make it accessible and relevant to readers. Regular stories will raise the profile but should be newsworthy first and foremost. Therefore, quality is more important than quantity.

It is suggested that all stories have a footer explaining the parish area to reinforce the parish identity which currently reads:

St Cuthbert (Out) Parish Council serves 11 villages around the City of Wells and neighbouring hamlets. They are South, West & East Horrington, Dinder, Dulcote, Coxley, Polsham, Haybridge, Wookey Hole, Easton & Green Ore, south west of the B3151.

STAFF RESOURCES & TIME

It is suggested that a specific amount of time is allocated to this by the Clerks, as it could become an infinite task. Michele Exton should receive any draft press releases by Wednesday afternoon and Lisa Pool will set aside 1 hour on Tuesday and 1 hour on Friday to act on any approved releases. Other statutory tasks must

be completed before media issues are considered, so there may be occasions when press releases are not prioritised until the next week.

TIMEFRAME

Where possible, the time between a story being initiated and an approved press release being compiled, approved by the Media Working Group and finalised with Michele Exton, should be as quick as possible but this is clearly impossible to predict! Some media sources are fairly instant (NubNews), some weekly (eg The Journal) & other monthly publications (Mendip Times, The Leveller) have a very early deadline (usually the first week of the month before the edition). It might be useful to compile a list of deadlines although, as said, the statutory work of the Council must take priority.

FOLLOW-UP ENQUIRIES FROM THE PRESS

It is suggested that any press release has a Clerk's email address as the contact. Any queries that arise from the press should then be forwarded to the relevant Councillor and Paul Cannon, who can then action, invite other Councillors and share the details.